

1955

15th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

TRAFAVGAR 9-2343

january							july						
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february							august						
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january							march						
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february							april						
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File copy
9/19/55

8 EAST 77th STREET
NEW YORK 21, N. Y.

FASHION CALENDAR

NOTE: Events are repeated until they take place. New Events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, SEPTEMBER 16, 1955</u>			
Now Showing to Sept. 23	DISPLAY OF CELANESE COLLECTION "The Opulent Look"--display of Celanese Holiday collection for ready-to-wear buyers. By reservation. Contact: Jack Connell, MU. 9-6000, Ext. 487.	CELANESE CORP.	180 MADISON AVENUE SHOWROOM - 10TH FLOOR
Friday Sept. 16 9:30 A.M. Breakfast	PREVIEW: SWIMSUITS AND SUNCLOTHES Presenting swimsuits and sunclothes by Jantzen for men, women, juniors and children; including new "International Set". By invitation only. Contact: Maryle Allen, OX. 7-0811. Publicity: Karin Johnson, OX. 7-2797.	JANTZEN, INC. & THE ITALIAN LINE	CRISTOFORO COLOMBO PIER #84 - W. 44TH
Friday Sept. 16 11:00 A.M. Coffee	COUTURE COLLECTION BY YANNI EVANGELIDES Preview of Yanni Evangelides' Fall and Winter couture collection of coats, suits, daytime, evening fashions. By invitation: Contact: TR. 9-3550.	MIRIAM LANDEY	22 EAST 65TH STREET SALON - 2ND FLOOR
Friday Sept. 16 12:30 P.M. Luncheon	PRESS PREVIEW OF CUSTOM MILLINERY Fall custom millinery by Tatiana du Plessix will be presented to the press. By invitation only. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE-2ND FL.
Sept. 17	ROSH HASHONAH -- First Day of Jewish New Year (Saturday).		
<u>WEEK BEGINNING MONDAY, SEPTEMBER 19, 1955</u>			
Monday Sept. 19 10:00 A.M. Champagne	ANNIVERSARY FASHION SHOW Arnold Constable's 130th anniversary champagne-breakfast for the press and brief showing of fashion "hi-lights." By invitation. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	6TH FLOOR
Monday Sept. 19/17 10:00 A.M. Breakfast	PRESS PREVIEW: SELECTION OF "MISS SWEATER GIRL" Selection of "Miss Sweater Girl, 1956 and 1976" and "Mr. Sweater Guy" in celebration of annual National Sweater Week, Sept. 19-24. By invitation. Publicity: Betty Tanner, The Wool Bureau, 16 W. 46th St., PL. 7-5092; or Charles Reichman, Nat'l Knitted Outerwear, 386 4th Ave., MU. 3-7520.	THE WOOL BUREAU; NAT'L KNITTED OUTERWEAR JADE ROOM	WALDORF-ASTORIA
Monday Sept. 19 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER COLLECTION Mainbocher's custom-order collection for Fall and Winter will be previewed by the press. By invitation only. Publ: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	6 EAST 57TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 19 1:00 P.M. Luncheon	LUNCHEON SHOWING OF IMPORTS AND COPIES Gimbels will present a fashion show of their International imports and copies. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. (Customer showings, Gimbels 3rd floor, Sept. 19 at 6:00 P.M.; Sept. 20 and Sept. 21 at 1:30 P.M.). Gimbels' Publ.: Margot Infantino, LO. 5-1500, Ext. 600. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	GIMBELS	HOTEL PLAZA TERRACE & PERSIAN
Monday Sept. 19 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW: RESORT & HOLIDAY COLLECTION Filcol will preview their Resort and Holiday collection, designed by Frank Perullo. Showing at 4:30 P.M. By invitation only. By invitation only. Publicity: Ruth Hammer Associates, 2 West 59th St., EL. 5-7872.	FILCOL (530 SEVENTH AVE.)	HOTEL PLAZA WHITE & GOLD SUITE
Monday Sept. 19 4:00 P.M.	PRESS PREVIEW: RESORT & HOLIDAY COLLECTION Preview of Resort and Holiday collection. By reservation. <u>Trade from</u> <u>Tues., Sept. 20 at 10:00 and 4:00.</u> Contact: Peter Galligan, BR. 9-7880.	PHILIP HULITAR, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday Sept. 19 4:00 P.M. Cocktails	PRESS PREVIEW OF NEW FUR SHOP "Russeks at the Savoy"--preview of their new fur salon. By invitation only. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	775 FIFTH AVENUE (SAVOY PLAZA)
Monday Sept. 19	OPENING OF HOLIDAY COLLECTION Opening of Holiday collection of cocktail and formal fashions at continuous daily showings. Contact: LO. 5-0525.	DONALD DRESS CO.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday Sept. 20 10:15 A.M.	CUSTOM-ORDER COLLECTION AT PRESS PREVIEW Oldric Royce will preview his Fall and Winter custom-order collection. By invitation. Publicity: Nona James, MU. 5-4834.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Tuesday Sept. 20 11:30 A.M.	PRESS PREVIEW OF ITALIAN COLLECTION Bergdorf Goodman will preview their Italian couture collection. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday Sept. 20 12:30 P.M. Luncheon	FALL COLLECTION BY BRANELL Best will present Branell's Fall and Winter collection at luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Branell Publ.: Mildred Kaldor, MU. 9-5420. Best Publ.: Gay Stearns, PL. 9-2000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000..	BEST & CO.	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Sept. 20 2:30 P.M.	FALL FASHIONS BY CARLYE DRESS De Pinna will present Fall fashions by Carlye Dress. Press invited. Open to public. Publicity: Claire McIntosh, MU. 8-2000.	DE PINNA	4TH FLOOR
Tuesday Sept. 20 3:00 P.M.	PRESS PREVIEW OF CUSTOM-ORDER COLLECTION Preview of Fall and Winter custom-order collection. Publicity: Rasponi Assoc., TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON By invitation.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 20 3:30 P.M.	SILVERWARE PREVIEW FOR THE PRESS Macy's will present new patterns in flatware and hollow ware by seven leading silversmiths. By invitation. Publ.: Barbara Gray, CH. 4-2000.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Tuesday Sept. 20 4:30 P.M.- 6:30 P.M.	PREVIEW OF 1956 SWIMSUIT COLLECTION Cocktail preview of Catalina's 1956 collection of swimsuits and playclothes. Showing at 5:15 P.M. By invitation. Publ.: Virginia Dickson, LA. 4-8017.	CATALINA, INC. (358 FIFTH AVENUE)	ST. REGIS HOTEL ROOF
Beginning Tuesday Sept. 20	OPENING: KAY JUNIOR & KAY TEEN COLLECTIONS Cruise and Spring collections. Continuous daily. Contact: LA. 4-5535.	KAY WINDSOR	1400 BROADWAY SHOWROOM - 2ND FLOOR
Wednesday Sept. 21 8:30 A.M. Exhibit 9:00 A.M. Breakfast	NEW SEWING AID & HOME SEWING DESIGNS Exhibit for the press of boutique apparel and home furnishing ideas, designed especially for home-sewing. Also, introduction of a new home sewing aid. Guest of Honor: Mary Brooks Picken. By invitation only. Contact: Ann Valkanas, CH. 4-6040.	BELDING CORTICELLI (1407 BROADWAY)	1407 CLUB 1407 BROADWAY
Wednesday Sept. 21 10:00 A.M. Breakfast	PRESS PREVIEW OF FALL READY-TO-WEAR Martin's will preview Fall and Winter dresses, coats and suits. By invitation only. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	6TH FLOOR EXEC. OFFICE
Wednesday Sept. 21 12:15 P.M.; 1:15 P.M.	COTTON FABRIC AND PATTERN FASHION SHOWS "Center Stage Cottons"--M. & W. Thomas cottons and Vogue patterns at two shows (12:15 and 1:15). Press invited. Open to public. Publicity: Kathryn Grimes, EL. 5-1000.	JAMES McCUTCHEON & CO.	3RD FLOOR
Wednesday Sept. 21 12:15 P.M. Luncheon	SHOWING OF FALL FASHIONS Showing of dresses, costumes and coats for Fall. Press invited. Open to public. Publicity: Rita Nagle, MITCHELL 2-8000.	KRESGE-NEWARK	7TH FLOOR THIMBLEBERRY ROOM
Wednesday Sept. 21 12:30 P.M. Luncheon	"FASHIONS WITH LEATHER" AT LUNCHEON SHOW Fall fashions with leather, presented by Leather Industries of America, in cooperation with Saks Fifth Avenue. Press by invitation. Public by reservation. Contact: "Beverly", TE. 8-8000. Leather Industries' Publ.: Billie Gould, MU. 6-7956. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEATHER IND. OF AMERICA; HOTEL PIERRE SAKS FIFTH AVENUE	COTILLION ROOM
Wednesday Sept. 21 12:30 P.M. Luncheon	PRESS SHOWING OF "ORLON" IN PARIS The DuPont Company will present 19 couture costumes with "Orlon" acrylic fiber, including designs from Dior, Balmain, Lanvin and Patou. Strictly for the press, by invitation. Contact: Jean Spurr, LO. 3-6400, Ext. 567.	DuPONT COMPANY	HOTEL PLAZA TERRACE ROOM
Wednesday Sept. 21 12:30 P.M. Luncheon	LUNCHEON SHOWING OF GOWNS AND MILLINERY Claire Schaffel gowns and Margaret Cody millinery. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	CLAIRE SCHAFFEL; MARGARET CODY	WALDORF-ASTORIA EMPIRE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 21 4:00 P.M. Cocktails	PRESS PREVIEW OF SWIMSUIT COLLECTION Caltex will preview their Cruise and Summer swimsuits, with showing at 4:30 P.M. By invitation only. Contact: Joan Blumberg, MU. 9-2100.	CALTEX OF CALIFORNIA	417 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Sept. 21 4:30 P.M. Champagne	OPENING OF NEW SHOWROOM McKettrick Williams will have a champagne party at the opening of their new showroom. By invitation only. Publicity: Lucia Depew, PE. 6-6525.	McKETTRICK WILLIAMS	1400 BROADWAY SHOWROOM - 23RD FLOOR
Thursday Sept. 22 11:00 A.M.	PRESS PREVIEW OF FUR FASHIONS Maximilian will present Fall and Winter fur fashions to the press. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.	MAXIMILIAN	20 WEST 57TH STREET SALON
Thursday Sept. 22 12:00 Noon Luncheon	"HOW MUCH FASHION IN HOME FASHIONS?" Speaker: John Van Koert, designer. Prices: \$4.50, members; \$5.00, guests. Contact: Josephine Brush, MU. 7-8122.	NAT'L HOME FASHIONS LEAGUE (141 E. 44 ST.)	HOTEL ROOSEVELT GRAND BALLROOM
Thursday Sept. 22 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Rosette Pennington's Fall fashions at luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Rosette Pennington contact: PL. 9-3737. Plaza Fashion Dir: Mary Alice Rice, CI. 6-1790.	ROSETTE PENNINGTON	HOTEL PLAZA PERSIAN ROOM
Thursday Sept. 22 4:30 P.M.- 7:30 P.M.	COCKTAIL PARTY FOR THE PRESS Press party for Adolph P. Schuman, president of Lilli Ann. By invitation only. Contact: Ethel Aaron, Robert Taplinger & Assoc., PL. 7-8040.	LILLI ANN FASHIONS OF SAN FRANCISCO	21 CLUB 21 WEST 52ND STREET
Saturday Sept. 24 2:30 P.M.	FALL FASHIONS BY DAVID CRYSTAL David Crystal's Fall fashions will be presented by De Pinna. Open to public. Publicity: Claire McIntosh, MU. 8-2000.	DE PINNA	4TH FLOOR
Sept. 26	YOM KIPPUR--Jewish Day of Atonement (Monday).		
Tuesday Sept. 27- Sept. 30 10:00 A.M.- 5:00 P.M.	OPEN HOUSE EXHIBIT: SILKS AND COTTONS "Oriental Express"--an exhibit of Japanese and Hawaiian silks and cottons. Press preview, Tues., Sept. 27. Contact: Countess Denise Dolfin, LO.4-3335. Publicity: Ken Williams, JU. 6-8217.	A. P. SILK CO., INC.	1412 BROADWAY SHOWROOM - 15TH FLOOR
Tuesday Sept. 27 11:30 A.M.	PRESS PREVIEW OF FUR FASHIONS Bergdorf Goodman will invite the press to preview their Fall and Winter fur fashions. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday Sept. 27 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Fall fashions designed by Belle Saunders for Abe Schrader, available at Bonwit Teller. Press by invitation. Public by reservation; contact: Head- waiter, EL. 5-3000. Abe Schrader Publicity: Betty Yarmon, LO. 4-9194. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ABE SCHRADER	WALDORF-ASTORIA STARLIGHT ROOF

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 27 12:30 P.M. Luncheon	FALL & WINTER FASHIONS AT LUNCHEON "Fashion Show of the Month"--fashions by Pauline Trigere, available at Lord & Taylor, in Hotel Ambassador's series of monthly luncheon fashion shows. Press by invitation. Public by reservation; contact: Banquet Department, PL, 5-1000. Produced by Mary Alice Rice, CI. 6-1790.	PAULINE TRIGERE	HOTEL AMBASSADOR BALLROOM
Tuesday Sept. 27 1:00 P.M.	PRESS PREVIEW OF CRUISE COLLECTION "East and West"--preview of Cruise, Resort and early Spring afternoon and cocktail dresses, designed by Alan Phillips. Daily at 1:00 P.M. Contact: Ken Williams, 124 W. 55th St., JU. 6-8217.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Sept. 27 3:30 P.M. Cocktails	PRESS PREVIEW OF SWIMSUIT COLLECTION Roxanne will present to the press their 1956 collection of swimsuits. <u>Showing at 4:00 P.M.</u> By invitation. Contact: Marion Cherry, MU. 2-7025.	ROXANNE (1407 BROADWAY)	SAVOY PLAZA HOTEL SAVOY ROOM
Tuesday Sept. 27 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW OF MEN'S WARDROBE The Associated Merchandising Corp. will present the first complete fashion wardrobe for men by Savini of Brioni in Rome. By invitation only. Publicity: Gino di Grandi, 681 Fifth Ave., PL. 3-4216.	ASSOC. MERCHANDISING CORP. (A.M.C.)	PRINCE GOURIELLI APT. 625 PARK AVENUE
Tuesday Sept. 27 5:00 P.M.	PREVIEW: COUTURE & BOUTIQUE COLLECTIONS Preview of Jane Derby's Resort couture and boutique fashions. By invitation only. <u>Trade showings, Sept. 28, 30; Oct. 4, 6.</u> at 10:30 A.M. Contact: Estelle Marr, PL. 5-1830. Publicity: Eleanor Lambert, MU. 8-2130.	JANE DERBY	785 FIFTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Wednesday Sept. 28 11:30 A.M.	OPENING OF HOLIDAY AND RESORT DRESS COLLECTION Showing daily at 11:30 A.M. of Abe Schrader's Holiday and Resort collection. Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday Sept. 28 12:30 P.M. Luncheon	PREVIEW OF FALL READY-TO-WEAR FASHIONS Bloomingdale's "Green Room" fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE.8-8000. Bloomingdale Publicity: Margaret deMille, EL. 5-5900. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BLOOMINGDALE'S	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 28 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Showing of Fall fashions by the Town & Travel Shop. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	TOWN & TRAVEL OF THE WALDORF	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Sept. 28 1:15 P.M.	OPENING OF RESORT COLLECTION Oleg Cassini's Resort collection at 1:15 P.M., Sept. 28, 29, 30; Oct. 4, 5, 6, 11, 12, 13. By appointment. Contact: Dorothy Lambert, BR. 9-5986.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 28 2:30 P.M.	OPENING OF RESORT COLLECTION Opening of David Levine's Resort, Holiday and early Spring collection. Daily at 2:30 P.M. Contact: Miss Fritzi, LA. 4-0237.	DAVID LEVINE & CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Sept. 28 3:00 P.M.	IRENE OF CALIFORNIA-- FALL & WINTER COLLECTION Gunther Jaeckel will preview Irene of California's Fall & Winter collection. (Note Change of Time). By invitation only. Publicity: Carole Paley, PL. 5-7000.	GUNTHER JAECKEL	3RD FLOOR FASHION SALON
Wednesday Sept. 28 4:00 P.M. Cocktails	PRESS PREVIEW OF SWIMSUIT COLLECTION Preview of Flexees' Cruise and Summer swimsuits. Showing at 4:30 P.M. By invitation only. Contact: Joan Blumberg, MU. 9-2100.	FLEXEES	417 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Sept. 29 12:00 Noon Luncheon	FABRICS LUNCHEON-- SPRING AND SUMMER Speaker: Russell Carpenter, Jr., I. Magnin Co. Commentator and Chairman: Margaret Ingersoll, "Vogue". Co-Chmn.: Vesta Shaffer, Arkwright. Exhibit and staging: Walter Hazeltine. Prices: \$5.50 for members; \$6.50 for guests. Exhibit open from 10:00 A.M. to 4:00 P.M. Persons without luncheon tickets: \$1.00 at door; coffee served. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.	THE FASHION GROUP, INC. HOTEL ASTOR (9 ROCKEFELLER PLAZA) GRAND BALLROOM	
Thursday Sept. 29 1:00 P.M. Luncheon	SWEATER FASHIONS AT LUNCHEON SHOW Korrigan Lesur of Paris will present Fall and Winter sweaters, available at Lord & Taylor. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Korrigan Lesur Publ.: Eleanor Lambert, MU. 8-2130. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	KORRIGAN LESUR	HOTEL PLAZA PERSIAN ROOM
Thursday Sept. 29 2:30 P.M. Cocktails	PREVIEW: RESORT AND SPRING DRESS COLLECTION For press and resident buyers, by invitation only. Daily trade showings at 10:30 A.M., beginning Monday, Oct. 3. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Sept. 29- Oct. 8	HOME FASHION TIME. Contact: National Home Fashions League, 141 E. 44th St., MU. 7-8122.		
Friday Sept. 30 9:00 A.M. Breakfast	PRESS PREVIEW: 1956 BEACH FASHIONS Cole of California's 1956 collection of beach fashions for misses, juniors and children. Showing at 9:30 A.M. By invitation only. Publicity: Margot Mallary, 2615 Fruitland Ave., Los Angeles, Cal.	COLE OF CALIFORNIA	HOTEL PIERRE COTILLION ROOM
Friday Sept. 30 2:30 P.M. Cocktails	RESORT & SPRING SEPARATES COLLECTION By invitation only to press and resident buyers. Trade beginning Monday, Oct. 3, by appointment. Publicity: Terry Mayer, BR. 9-6560.	HAYMAKER SEPARATES	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday Oct. 3 12:00 Noon	PREVIEW OF RESORT COLLECTION BY ESTEVEZ By invitation. Trade thereafter at 12:00 Noon. Contact: LO. 4-5820.	GRETELLE LTD.	550 SEVENTH AVENUE SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 3 1:00 P.M. Luncheon	FALL AND WINTER FURS AT LUNCHEON Revillon Freres will present Fall and Winter furs during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Revillon Publicity: William Paige, PL. 9-5504. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	REVILLON FRERES	HOTEL PLAZA PERSIAN ROOM
Monday Oct. 3 2:30 P.M.	PREVIEW OF RESORT DRESS COLLECTION Jerry Parnis will preview her Resort dress collection. By invitation. Daily thereafter at 2:30 P.M. Publicity: Mildred Kaldor, MU. 9-5420.	JERRY PARNIS, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Monday Oct. 3 4:00 P.M. Cocktails	PRESS PREVIEW OF RESORT COLLECTION Hannah Troy will invite the press to preview her Resort collection. By invitation only. <u>Trade from October 4 at 1:00 P.M. daily.</u> Publicity: Gladys Steiner, MU. 9-1630.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Monday Oct. 3	"REEL POISE" RESORT & CRUISE COLLECTION Bestlyne will show their Resort and Cruise collection of "Reel Poise" bathing suits, beachwear and separates, designed by Jean Novick, including a group of exclusive prints. By appointment. Publicity: Ann R. Silver Associates, 551 Fifth Avenue, MU. 7-8654.	BESTLYNE CO.	1410 BROADWAY SHOWROOM - 29TH FLOOR
Beginning Monday Oct. 3	SHOWING OF RESORT & SUMMER SWIMSUITS Sea Nymph's Resort and Summer collection of swimsuits; including a special Sarong group. By appointment only. Publ: Helen Rothman, WI.7-6700.	SEA NYMPH	1410 BROADWAY SHOWROOM - 17TH FLOOR
Beginning Monday Oct. 3	OPENING OF JUNIOR CRUISE COLLECTION "Round the World Juniors" -jr. dress collection for Cruise and early Spring, designed by Miss Frances. Continuous daily. Contact: Ken Williams, JU. 6-8217.	HELEN WHITING	1407 BROADWAY SHOWROOM - 31ST FLOOR
Monday Oct. 3	CRUISE & RESORT SPORTSWEAR FASHIONS "Music for the Nostalgic Traveler"--showing of skirts and sportswear, designed by Ruth Ramos. Press preview Monday, Oct. 3 with continuous daily showings thereafter. Contact: Ken Williams, JU. 6-8217.	TUDOR SQUARE, INC.	533 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

RESORT-SPRING COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

TUESDAY, OCT. 4

Adler & Adler, Inc.	10:30 A.M.	550 7th, BR. 9-9600
Kane-Weill	10:30 A.M.	498 7th, LO. 5-3041
Sport-Craft, Inc.	2:30 P.M.	550 7th, LA. 4-9724

WEDNESDAY, OCT. 5

Davidow	10:30 A.M.	550 7th, PE. 6-6909
David M. Goodstein, Inc. . .	10:30 A.M.	498 7th, LA. 4-2577

THURSDAY, OCT. 6

Zoltan Rosenberg Co.	2:30 P.M.	550 7th, LA. 4-6691
Contact individual manufacturers.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 4 11:00 A.M.	SHOWING: HOLIDAY & CRUISE COLLECTION Preview for press and buyers of Holiday and Cruise collection, designed by Seymour Fox, on Oct. 4 only. By invitation. Publ.: Sally McKay, LO. 4-3246.	FOX COAT & SUIT CO.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 4 12:30 P.M. Luncheon	BOUTIQUE FASHIONS DURING LUNCHEON Zita will present her Fall and Winter boutique fashions at luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ZITA, INC. (781 MADISON AVE.)	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Oct. 4 2:30 P.M.	OPENING OF RESORT COLLECTION Pauline Trigere's collection will be shown at 2:30 P.M. on Oct. 4, 5, 6, 7, 11, 13. By reservation only. Contact: LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Beginning Tuesday Oct. 4 2:30 P.M.	OPENING OF RESORT COLLECTION Claire McCardell's Resort collection at 2:30 P.M. daily. By reservation. Contact: LO. 4-2155.	CLAIRE McCARDELL (TOWNLEY FROCKS, INC.)	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday Oct. 4 4:00 P.M.	OPENING OF RESORT AND SPRING COLLECTION Opening of Harmay's Resort and Spring collection of costumes, suits and dresses. Daily at 4:00 P.M. By reservation only. Publicity: Pauline Greene, MU. 3-1150 or PE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 4 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS' AWARD Formal presentation of the annual Coty American Fashion Critics' Award to fashion designers designated by a jury of seventy fashion editors. Ceremony and fashion show. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	COTY, INC.	METROPOLITAN MUSEUM GRACE R. ROGERS AUD.
Wednesday Oct. 5 9:00 A.M. Breakfast	PREVIEW: CRUISE AND SPRING-SUMMER COLLECTIONS Highlights of Georgia Kay's Cruise and Spring-Summer collections to press and resident buyers. By invitation. Publ.: Gloria Gelfand, WI. 7-0286.	GEORGIA KAY OF CALIFORNIA (1407 B'WAY)	1407 CLUB 1407 BROADWAY
Wednesday Oct. 5 9:00 A.M. Coffee	PRESS PREVIEW OF BED & BATH LINENS "Color, Inc."--showing of new bath and bed linens. By invitation only. Public opening, Monday, Oct. 10. Publicity: Kathryn Grimes, EL. 5-1000.	JAMES McCUTCHEON & CO.	FIRST FLOOR
Wednesday Oct. 5 9:00 A.M. Breakfast	HOLIDAY AND WINTER MILLINERY FASHIONS Hat fashions for Holiday and Winter will be presented to buyers, retailers and press. By invitation. Contact: LO. 4-7800.	MILLINERY STABILIZATION COMMISSION	HOTEL SHERATON-ASTOR
Wednesday Oct. 5 12:00 Noon Luncheon	PREVIEW: SPORTSWEAR AND OUTERWEAR FOR MEN & BOYS Waldes Kohinoor will present its seventh annual collection of sportswear and outerwear for men and boys to the press, apparel manufacturers and retailers. Commentator: Louanne Barberie, Waldes fashion coordinator. By invitation only. Publicity: Leonard Kirsch, EX. 2-3100.	WALDES KOHINOOR, INC. (LONG ISLAND CITY)	HOTEL PLAZA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 5 12:30 P.M.; 4:00 P.M.	PREVIEWS: RESORT LINE BY GRETA PLATTRY Press previews of Greta Plattry's collection of Cruise and Resort sports-wear at 12:30 P.M. (Box Lunch); and 4:00 P.M. (Cocktails). By invitation only. Continuous daily thereafter. Publ.: Margaret Hodge, BR. 9-2643.	PLATTRY COUNTRY WEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday Oct. 5 12:30 P.M. Luncheon	DESIGNER FASHIONS AT LUNCHEON SHOW Else Fritz will present American and European designer fashions during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	ELSE FRITZ (36 CENTRAL PARK SO.)	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 5 12:30 P.M. Luncheon	FALL FASHIONS BY BEN GERSHEL Altman will present Fall fashions by Ben Gershel. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Altman Publicity: Eleanor Horton, MU. 9-7000. Waldorf Fashion Dir: Madeleine Riordan, EL. 5-3000.	B. ALTMAN & CO.	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Oct. 5 2:30 P.M.	PRESS PREVIEW: RESORT COLLECTION BY BRIGANCE Brigance's Resort collection of bathing suits, beachwear, playclothes and separates; and dresses for Resort and Spring. By invitation. <u>Daily trade showing at 2:30 P.M. from October 6.</u> Contact: Julie Isles, LO. 3-1534.	SPORTSMAKER, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Wednesday Oct. 5 2:30 P.M.	HOLIDAY COLLECTION BY CEIL CHAPMAN Ceil Chapman will present her Holiday and Resort collection at 2:30 P.M. daily. By invitation. Publicity: Alto Schifrine, LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Thursday Oct. 6 9:00 A.M. Breakfast	PREVIEW OF SPRING AND SUMMER COLLECTION Preview of sunclothes by White Stag for men, women, the "Little Doe" children's collection; and introducing a new line of sub-teen fashions. By invitation only to press and buying offices. Contact: Claire De Kupsa. Publicity: Barbara McGinniss, BR. 9-1974.	WHITE STAG MFG. CO. (1407 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Thursday Oct. 6 1:00 P.M. Luncheon	FURS AND IMPORTS AT LUNCHEON SHOW "Kaleidoscope in Color"--Gunther Jaeckel's Fall and Winter furs, including imports. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gunther Jaeckel Publicity: Carole Paley, PL. 5-7000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	GUNTHER JAECKEL	HOTEL PLAZA PERSIAN ROOM
Thursday Oct. 6 2:30 P.M.	OPENING OF RESORT & SPRING COLLECTION Clare Potter's Resort and Spring collection at 2:30 on Oct. 6 and 7, also Oct. 10 - 14. By invitation. Contact: Lorraine Kehoe, PE. 6-4167.	CLARE POTTER, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Thursday Oct. 6 4:00 P.M.	PREVIEW OF CRUISE COLLECTION Tina Leser will present her Cruise collection to press and trade. By invitation. Trade showings thereafter at 10:30 A.M. and 2:30 P.M. Contact: EL. 5-5540.	TINA LESER, INC.	23 WEST 57TH STREET SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 6 4:00 P.M. Cocktails	PREVIEW: RESORT & SPRING SUITS For press and resident buyers, by invitation only. Trade thereafter at 10:00 A.M. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Friday Oct. 7 11:00 A.M.	PREVIEW OF RESORT AND SPRING COLLECTION Preview of the Resort and Spring collection by B. H. Wragge. Trade showings at 10:30 A.M. on Oct. 10, 11, 13, 17, 19. By invitation only. Contact: Marian C. Mitchell, WI. 7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday Oct. 10 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW: SHIRTS FOR RESORT AND SPRING "Digby Morton's Portraits of Spring"--Lady Hathaway shirts for Resort and Spring, exhibited with Hathaway early American portrait collection. Informal showing, 4:00-6:00 P.M. By invitation. Contact: Janet Laib, MU. 9-4157.	C. F. HATHAWAY CO. (112 EAST 40TH ST.)	SAVOY PLAZA HOTEL LE CHATEAU - 11TH FL.
Monday Oct. 10 8:30 P.M.	MEN'S MARKET WEEK-- FABRIC-STYLE SHOW Opening of Spring-Summer men's market week with a fabric-style show. Entire presentation produced, staged and directed by the Johnson-Roth Associates. By invitation only. Contact: Paul Roth, SA. 2-5692. Publicity: Edward M. Meyers Assoc., AL. 4-4455.	CLOTHING MANUFACTURERS ASS'N OF U.S.A.	HOTEL COMMODORE
Beginning Tuesday Oct. 11	OPENING OF HOLIDAY AND RESORT COLLECTION Doreen Originals will present their collection of blouses, skirts and co- ordinated separates daily at continuous showings. For appointment, Contact: WI. 7-0064. Publicity: Donna Cannon, MU. 7-5447.	DOREEN ORIGINALS	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Wednesday Oct. 12 12:30 P.M. Luncheon	FALL AND WINTER FASHIONS AT LUNCHEON "Opulence"--Charles Gelatt's Fall and Winter custom and ready-to-wear fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Charles Gelatt Publicity: Betty Impellitteri Assoc., PL. 3-1170. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	CHARLES GELATT, INC.	WALDORF-ASTORIA EMPIRE ROOM
Thursday Oct. 13 1:00 P.M. Luncheon	FALL FASHIONS BY WILLIAM FOX Milgrim will present Fall fashions by William Fox. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Milgrim Publ.: Rita Corey, CI. 7-7200. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	MILGRIM	HOTEL PLAZA TERACE ROOM
Thursday Oct. 13 3:30 P.M.- 6:00 P.M. Cocktails	SHIPBOARD SHOWING OF WOOL FASHIONS Showing of wool fashions for Resort wear, sponsored by The Wool Bureau, "Holiday" Magazine, and the Swedish American Lines. Showing at 4:30 P.M. By invitation only. Contact: Toni Robins, PL. 7-5092.	THE WOOL BUREAU; HOLIDAY MAGAZINE	M. S. KUNGSHOLM PIER #97-W. 57TH ST.
Thursday Oct. 20 3:00 P.M. Cocktails	PREVIEW OF RESORT & SUMMER SWIMSUITS Rose Marie Reid will preview her Resort and Summer swimsuit collection for misses and juniors. Show followed by cocktails. By invitation only to press and buyers. Publicity: Jan Lovett at Rose Marie Reid, PE. 6-6275	ROSE MARIE REID (1407 BROADWAY)	HOTEL SHERATON-ASTOR GRAND BALLROOM

MOVIES...MUSIC...THEATRE...OPERA...RODEO

Wednesday Sept. 21 8:30 P.M. PREMIERE: "THE LEFT HAND OF GOD" (Movie) ROXY THEATRE, 7TH AVE. & 50TH 20th Century-Fox CinemaScope De Luxe Color production starring Humphrey Bogart and Gene Tierney with Lee J. Cobb, Agnes Moorehead. Dir: Edward Dmytryk. Producer: Buddy Adler. Costumes: Travilla. Premiere for benefit Int'l Committee for Boys' Town of Italy. Tickets: \$5.00-\$100.00. 20th Century Publicity: Lowell Benedict, CO. 5-3320.

Wednesday Sept. 21- Oct. 2 OPENING: "HENRY IV, PART I" N.Y. CITY CENTER, 131 WEST 55TH STREET The Brattle Shakespeare Players' second production featuring Jerome Kilty, Michael Wager, Bryan Haliday. Director: Mr. Kilty. Costumes: Robert Fletcher. Settings: Robert O'Hearn. Publicity: Tom Trenkle, JU. 6-2828.

Monday Sept. 26 OPENING: "A DAY BY THE SEA" ANTA THEATRE, 245 WEST 52ND STREET Huntington Hartford and Stephen Mitchell will present Jessica Tandy, Hume Cronyn and Dennis King in a new comedy by N.C. Hunter, with Aline MacMahon, Halliwell Hobbes, Megs Jenkins. Director: Cedric Hardwicke. Production designed by Jay Krause. Publicity: Bill Doll, WI. 7-2386.

Monday Sept. 26 OPENING: "FRED WARING" ZIEGFELD THEATRE, 6TH AVE. & 54TH ST. Fred Waring and the Pennsylvanians will open for a four-week limited engagement with performances at 6:00 P.M. and 9:00 P.M. daily. Publicity: Bill Doll, WI. 7-2386.

Tuesday Sept. 27- Nov. 26 OPENING: D'OYLY CARTE OPERA CO. SHUBERT THEATRE, 225 WEST 44TH STREET The D'Oyly Carte Opera Company will present 8 Gilbert & Sullivan operettas; Mikado, Trial by Jury, Pirates of Penzance, H.M.S. Pinafore, Iolanthe, Yeomen of the Guards, Ruddigore, Princess Ida. Publ: Gerald Goode, VA. 6-2958.

Wednesday Sept. 28- Nov. 5 MAURICE CHEVALIER IN PERSON LYCEUM THEA., 149 WEST 45TH STREET Gilbert Miller will present Maurice Chevalier in songs and impressions. Publicity: Dick Maney, CI. 7-4646.

Wednesday Sept. 28- Oct. 16 OPENING: 30TH ANNUAL RODEO MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST. Roy Rogers and Dale Evans, with Trigger, will headline the 30th annual World Championship Rodeo. Prices: \$1.50-\$6.00. Publicity: Lillian Jenkins, CO. 5-6800.

Thursday Sept. 29 OPENING: "A VIEW FROM THE BRIDGE" CORONET THEATRE, 230 WEST 49TH ST. Van Heflin and J. Carroll Naish will star in two one-act plays by Arthur Miller, presented by Hermit Bloomgarden and Whitehead-Stevens. Featuring: Eileen Heckart, Jack Warden, Russell Collins. Director: Martin Ritt. Settings: Boris Aronson. Costumes: Helene Pons. Lighting: Lee Watson. Publicity: James Proctor, VA. 6-5084.

Saturday Oct. 1 OPENING: "THE YOUNG AND THE BEAUTIFUL" LONGACRE THEATRE, 220 W. 48TH Robert Ratnitz, in association with Lawrence Baker, will present the Sally Benson play based on four F. Scott Fitzgerald short stories. Featuring Lois Smith and Douglas Watson. Director: Marshall Jamison. Costumes: Motley. Settings & Lighting: Eldon Elder. Publicity: Richard Maney, CI. 7-4646.

Monday Oct. 3 OPENING: "TIGER AT THE GATES" PLYMOUTH THEATRE, 236 WEST 45TH ST. The Playwrights' Co., will present Michael Redgrave in a play by Jean Giraudoux. Dir: Harold Clurman. Settings and costumes: Louden Sainthill. Publicity: Karl Bernstein, CI. 6-0427.